

Status Report

1000
Islands

Visit 1000 Islands

2024 Year In Review

PRESENTED BY

 Paperkite

Executive Summary

In 2024, our digital marketing strategy employed 4 campaigns: “Brand Awareness,” “Pride,” “Raise a Glass,” and “Partner Program.” These campaigns utilized a wide array of digital channels including Google SEM, Google Grant SEM, Google Display, Meta, Snapchat, TikTok, CTV, and Geofencing.

With an overarching goal of driving website traffic, our creative imagery and ad copy served to encourage users to plan a trip to the 1000 Islands various attractions and communities. Each campaign had specialized targeting in order to capture a broader audience, ranging from interest in outdoor activities all year round, interest in breweries, wineries, & distilleries, interest in Pride month activities, and retargeting website visitors and our social media page users.

These campaigns also ran in 2023. In this report we will outline the KPI growth we recorded since then. We’ll also compare channel performance over time, provide insights into your audience, and showcase the best-performing creative assets and ad formats.

2024 Timeline

- Brand Awareness was launched Jan 17.
- Pride was launched May 1.
- Raise a Glass was launched May 28.
- Partner Program was launched Jan 1.

Campaign Performance

Brand Awareness

2024 Recap:

- We served 8,385,275 ads.
- Our ads were clicked 291,274 times.
- Our campaign resulted in a 3.47% CTR.
- We had 1,509,107 video views.
- Our campaign resulted in 44,447 goal completions.

Top Level
Performance
Brand Awareness

Channel Breakdown

Brand Awareness

Google SEM

Clicks	Impressions	CTR
67,642	420 K	16.09%

Google Grant SEM

Clicks	Impressions	CTR
25,898	189 K	13.70%

Channel Breakdown

Brand Awareness

Display

Clicks	Impressions	CTR
4,711	700 K	0.67%

Meta

Clicks	Impressions	CTR
154 K	5.19 M	2.97%

Channel Breakdown

Brand Awareness

TikTok

Clicks	Impressions	CTR
18,388	845 K	2.18%

Snapchat

Clicks	Impressions	CTR
20,684	809 K	2.56%

Channel Breakdown

Brand Awareness

Connected TV

Clicks	Impressions	CTR
0	236 K	0.00%

Campaign Insights

Brand Awareness

Performance Over Time

Since 2023, our Brand Awareness campaign saw YoY growth: While impressions were down nearly **1%**, we earned **23%** more clicks at a **23%** higher CTR. We also generated **15%** more conversions, but at a **6%** lower CVR. This was accomplished on an **10%** lower spend and a **26%** lower avg CPC.

Looking at our individual channels YoY:

- Meta performance exceeded 2023 by the highest metrics, with a notable **58%** growth clicks, and a **60%** higher CTR.
- Google SEM saw **14%** more clicks, a **12%** higher CTR, and **21%** more conversions.
- Our Google Grant SEM campaign on the other hand, although it saw **42%** higher CTR and **9%** higher CVR, clicks declined **31%**, and conversions by **25%**.
- Snapchat saw clicks decline **42%** and CTR declined **23%**. However a **2.56%** CTR is excellent for the platform, as the average CTR is less than **1%**.
- Display clicks were down **40%** and CTR by **11%** but conversions rose **243%** at a **475%** higher rate.
- For TikTok, while impressions were down **58%** and clicks by **48%**, our CTR had grown **25%**.

Campaign Insights

Brand Awareness

Performance Over Time

Looking across 2024, we see that Jan-June had on average a **36%** higher CTR than from July-Dec.

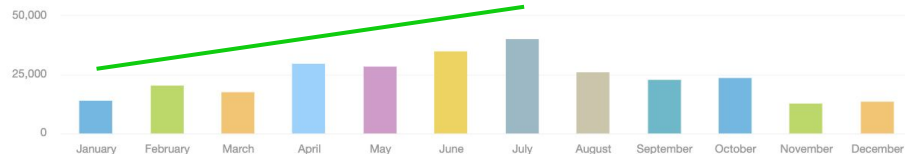
Even in terms of tracking click volume month to month, we see stronger performance and growth in the first half of the year compared to the back half.

CTR by Month 3.97% Avg CTR



2.92% Avg CTR

Clicks by Month



Campaign Insights

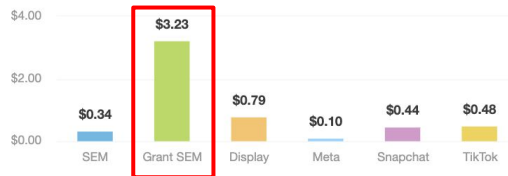
Brand Awareness

Performance By Channel

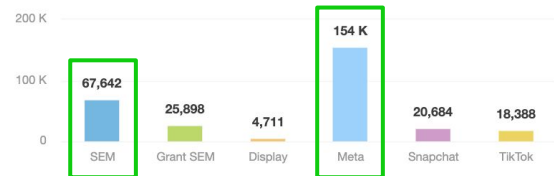
Our top contributing channels in terms of click volume were Meta with **52%** of clicks, followed by the combined SEM tactics at **32%**.

- Our Grant SEM stood out as an outlier in terms of avg. CPC, which at \$3.23 was **111%** higher than the industry benchmark.
- Google SEM had a CPC **78%** lower than the industry benchmark.
- Display CTR was **80%** higher than the industry benchmark.
- Meta CPC was **76%** lower than the industry benchmark.

CPC by Channel



Clicks by Channel



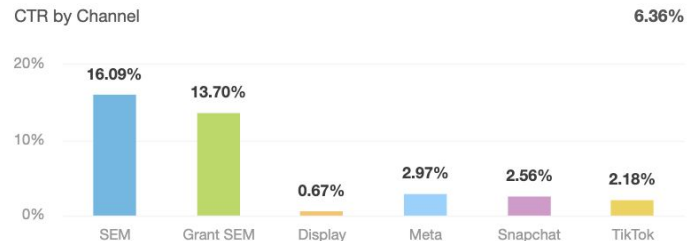
Campaign Insights

Brand Awareness

Performance By Channel

Our two SEM channels led in terms of their CTR. Our three social channels were evenly matched with CTRs between 2-3%.

- Google SEM performance exceeded the industry CTR benchmark by **244%**.
- Grant SEM performance exceeded the industry CTR benchmark by **193%**.
- Display performance exceeded the industry CTR benchmark by **43%**.
- Meta performance exceeded the industry CTR benchmark by **35%**.
- TikTok performance exceeded the industry CTR benchmark by **160%**.



Campaign Insights

Brand Awareness

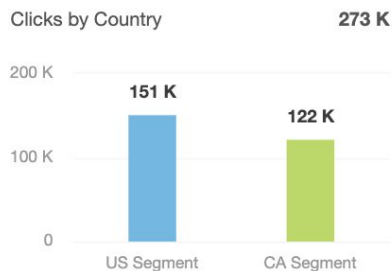
Performance By Targeting

Several of our campaigns were segmented by country: SEM, Grant SEM, Display, Meta, and Snapchat.

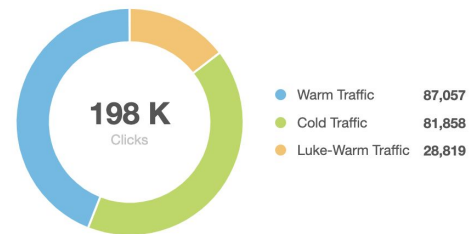
- Over the course of 2024, we found that approximately **55%** of clicks were attributed to the US segment, and **45%** to the Canadian segment.

For our creative-focused channels, we also segmented by Cold, Warm (retargeting), and Luke-Warm Traffic (lookalike).

- We found that most clicks (**44%**) were due to retargeting efforts, meaning the remaining majority (**56%**) of clicks came from new users with interest in travel, outdoor activities, etc.



Clicks by Ad Set

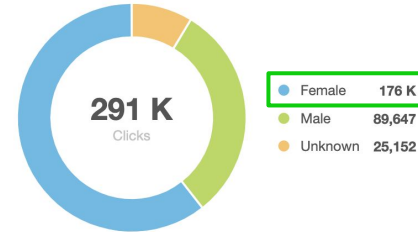


Campaign Insights *Brand Awareness*

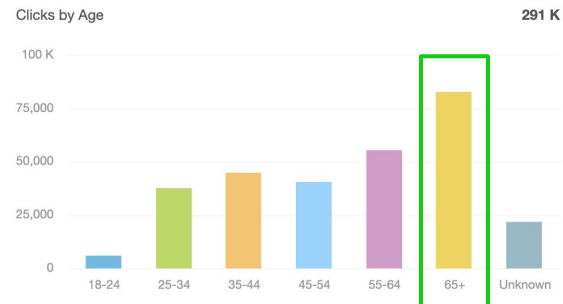
Performance By Targeting

Approximately **61%** of clicks were from female users and **31%** male. Also, **29%** of clicks were from users age 65+, **19%** were 55-64, and **16%** were 35-44.

Clicks by Ad Set



Clicks by Age



Campaign Insights

Brand Awareness

Performance By Targeting

The Castles and Cruises ad group on Google SEM accounted for **57%** of conversions, indicating a strong interest by our audience. The most common keywords that triggered our ads to serve were searches for boat tours.

AD GROUP	CONVERSIONS
Accommodations	12,828
Accommodations: Dynamic	7,885
Castles & Cruises	28,195
Craft Beverage	63
Dining	72
Family Fun	204
General: Fall	1,942
General: Summer	3,034
General: Winter	1,661
History & Culture	18
Outdoors: Dynamic	5,675
Outdoors: Fall	64
Outdoors: Summer	284
Outdoors: Winter	11
Shopping	2

— 28,195 conversions

Campaign Insights

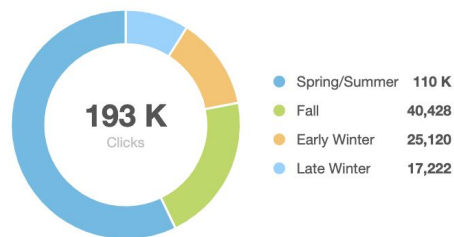
Brand Awareness

Performance By Targeting

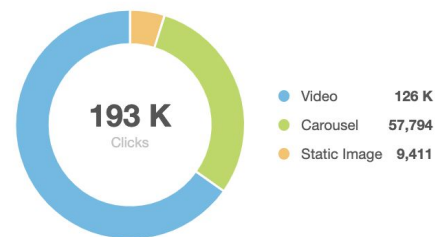
Over the course of the year, we ran seasonal imagery and several formats across our social channels to remain relevant to our audience and to help minimize creative fatigue.

- We found that spring/summer imagery accounted for **57%** of the total click volume on these channels.
- We found video assets to be the most resonant with our audience, accounting for **65%** of the total click volume on these channels. Carousels accounted for **30%**.

Clicks by Season



Clicks by Ad Format




Campaign Insights

Brand Awareness

Performance By Creative

Below were some of our top performers across Google SEM:

Sponsored

 visit1000islands.com
www.visit1000islands.com/castles-crusies


Cruise the 1000 Islands - Castles & Cruises

Learn the history of the 1000 Islands region through scenic guided boat tours. Explore the castles and cruise the pristine waters of 1000 Islands. Plan your visit! Destinations: Alexandria Bay, Cape Vincent, Clayton, Henderson Harbor, Sackets Harbor,...

[Explore Our Communities](#) [Out](#)

56% of
Conv.

Sponsored

 visit1000islands.com
www.visit1000islands.com/castles-crusies

A Perfect Romantic Retreat - Picture Perfect Getaways

The fairy tale is real! Story book beauty awaits in 1000 Islands. Plan your trip today! Fairytale castles, historic lighthouses, stately mansions, and endless breathtaking views. Destinations: Alexandria Bay, Cape Vincent, Clayton, Henderson Harbor, Sackets Harbor,...

[Family Fun](#) [Craft & Culinary](#)

22.32%
Avg CTR

Campaign Insights

Brand Awareness

Performance By Creative

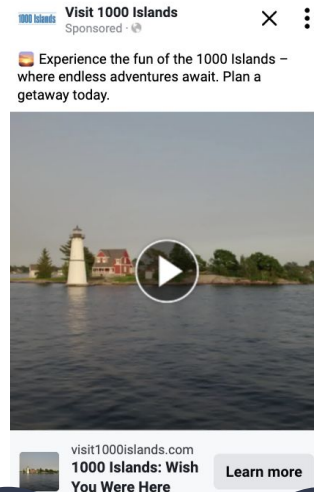
Below were some of our top performers across Display:



Campaign Insights *Brand Awareness*

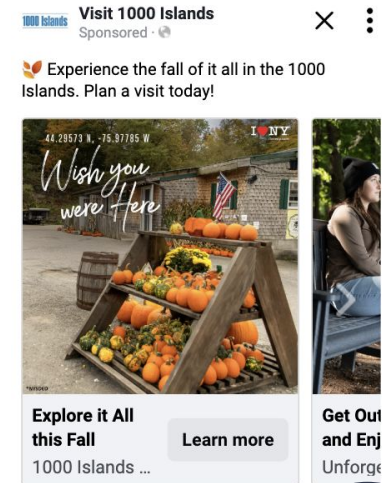
Performance By Creative

Below were some of our top performers across Meta:



30% of
Clicks

45% of
Reach



39% of
Reach

Campaign Insights *Brand Awareness*

Performance By Creative

Below were some of our top performers across Snapchat:



19% of
Clicks

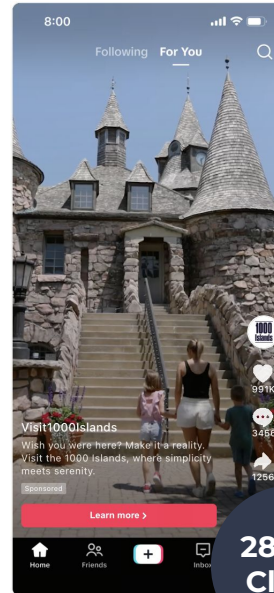


14% of
Clicks

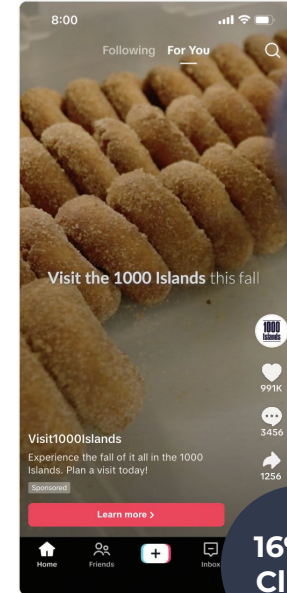
Campaign Insights *Brand Awareness*

Performance By Creative

Below were some of our top performers across TikTok:



28% of
Clicks



16% of
Clicks

Campaign Insights

Brand Awareness

Engagement Performance

Our Brand Awareness ads received approximately **508k** engagements across the life of the campaign.

Reactions: 15,496

Comments: 735

Shares: 1,740

Saves: 833

Follows: 275

Takeaways and Next Steps:

Key Performance Trends

Quarter 1: Strong Growth and Peak Travel Planning Season

- January-March saw impressive YoY increases in SEM impressions (+75%), clicks (+130%), and conversions (+605%), all achieved while reducing cost per conversion by 86%.
- Grant SEM campaigns also improved, with conversions up 121% and CVR increasing by 329%.
- Social media platforms exhibited mixed trends—TikTok CTR surged 342% in January but declined YoY in March due to platform changes. Meta and Snapchat continued to trend upward.
- Increased interest in regional attractions and lodging was evident, with boat tours, camping, and weekend getaways ranking as top search queries.

Quarter 2: Social Media Engagement Peaks & Optimizations Begin

- April-June showed high engagement, with CTRs improving across SEM (+14%), Meta (+111%), and TikTok (+96%).

Takeaways and Next Steps

Takeaways and Next Steps:

Quarter 2: Social Media Engagement Peaks & Optimizations Begin (Continued)

- Despite lower impressions, Meta click volume surged by **88%**, while Snapchat's CTR rose **30%**.
- The introduction of collection ads on Snapchat and expanded creative variations on TikTok helped boost engagement.
- Display campaign performance was refined, with increased CVR but a need to enhance ad visibility.

Quarter 3: Seasonal Decline but Strong Efficiency Gains

- July-September saw a natural post-summer dip in travel-related searches. SEM conversions declined slightly, but efficiency remained strong, with CTR (**+7%**) and CVR (**+9%**) improving.
- Display campaigns excelled, with conversions rising **533%** in August and CVR hitting an outstanding 70.54%.
- Fall SEM ad groups were launched in August to capture seasonal search interest.
- TikTok and Snapchat engagement remained volatile, with TikTok benefiting from multiple video assets, while Snapchat's single-image ads underperformed.

Takeaways and Next Steps

Takeaways and Next Steps:

Quarter 4: Winter Campaign Adjustments & Budget Optimization

- October-December focused on adjusting strategies for winter travel. SEM CTR rose **32%** in November, despite lower overall traffic.
- Display campaigns saw a **350%** increase in conversions in December, and cost per conversion decreased significantly.
- TikTok CTR improved **69%**, while Snapchat impressions doubled, though click volume declined.
- Strategic budget allocation helped mitigate rising CPCs and maximize efficiency in Google Grant campaigns.

Key Takeaways & Future Recommendations

- SEM Performance: Strong YoY growth in CTR and CVR, particularly for targeted seasonal ad groups. Future efforts should focus on optimizing bid strategies for evolving search trends.
- Social Media Success: Meta and TikTok consistently improved engagement, with creative testing proving beneficial. Expanding video and carousel ad formats will be crucial moving forward.

Takeaways and Next Steps

Takeaways and Next Steps:

Key Takeaways & Future Recommendations *(Continued)*

- Display & Retargeting Wins: Significant CVR improvements indicate successful targeting, but ensuring visibility remains critical. Ad schedule adjustments and diversified creatives will further enhance performance.
- Seasonal Strategy Adaptations: Recognizing peak research periods and adapting creative content accordingly helped maximize engagement. Continued adjustments for winter and early spring planning will be key to maintaining momentum.

Takeaways and Next Steps

Pride

2024 Recap:

- We served 630,886 ads.
- Our ads were clicked 26,995 times.
- Our campaign resulted in a 4.28% CTR.
- We had 291,431 video views.
- Our campaign resulted in 214 goal completions.
- We generated 1,418 event responses.

Top Level
Performance
Pride

Channel Breakdown

Pride

Meta

Clicks	Impressions	CTR
24,020	336 K	7.15%

TikTok

Clicks	Impressions	CTR
2,975	295 K	1.01%

Campaign Insights *Pride*

Performance Over Time

We experienced an overall decrease in impressions by **50%**, clicks by **73%** and CTR by **46%**.

While Meta had actually seen growth in both reach (**2%**) and CTR (**67%**), TikTok saw much steeper declines. This was due to our outreach to the Canadian audience which incorporates TikTok's third-party audience network, Pangle, which skewed our performance in 2023. If we were to filter out those numbers, TikTok actually experienced **17%** more clicks at a **71%** higher CTR.



Month to month, we saw a decline in clicks by **47%**, while CTR (which was already strong), improved **5%**.

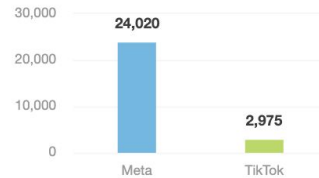
Campaign Insights *Pride*

Performance By Channel

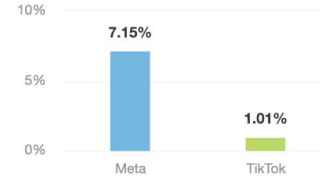
Meta outperformed TikTok in various metrics. Not only did it contribute to **89%** of the total clicks, its CTR was **608%** higher and CPC was **83%** lower.

- With **32%** greater spend, we can expect to see greater volume. However, with the mixed approach of a traditional website traffic campaign and the added event response campaign, we were able to achieve higher engagement rates.

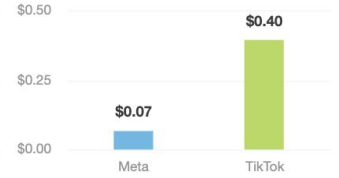
Clicks by Channel



CTR by Channel



CPC by Channel

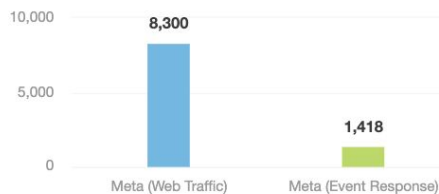


Campaign Insights *Pride*

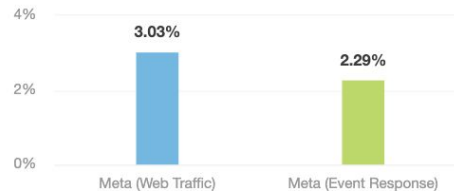
Performance By Channel

As mentioned, we utilized Meta for two goals: website traffic and event response. Since 2023, we reported a decline in event responses by **42%**, but link clicks from our website traffic campaign were **7%** higher than last year, at a **103%** higher rate.

Goals by Meta Campaign



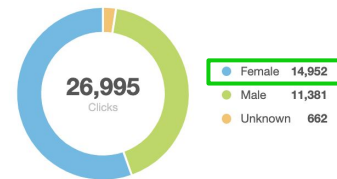
Goal Rate by Ad Set



Campaign Insights *Pride*

Performance By Targeting

Our performance illustrated that engagement was notably higher among female users, who account for the majority of clicks (**55%**). Additionally, user interaction increased with age, peaking in the 55-64 demographic (**25%**).



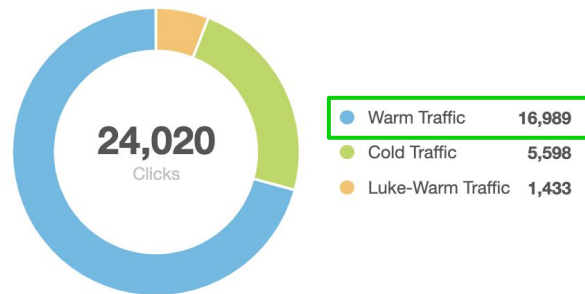
Campaign Insights *Pride*

Performance By Targeting

On Meta, **71%** of clicks could be attributed to our Warm Traffic retargeting segment. This means the majority of users who interacted with our Pride advertisements were repeat users of our content.

- This was likely due to our efforts to focus more on those who have interacted with Watertown Pride's social account in the past to help minimize negative, hateful comments.

Clicks by Ad Set



Campaign Insights *Pride*

Performance By Creative

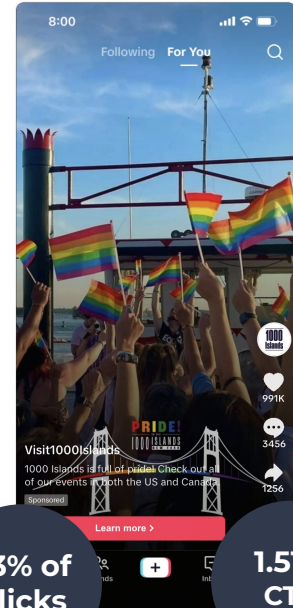
Below were some of our top performers across both channels:



68% of
Clicks

1.1K 207 comments

7.86%
CTR



33% of
Clicks

1.51%
CTR

Campaign Insights *Pride*

Engagement Performance

Our Pride ads received approximately **20k** engagements across the life of the campaign.

Reactions: 2,749

Comments: 225

Shares: 244

Saves: 31

Follows: 24

Takeaways and Next Steps:

Key Performance Trends

The 2024 Pride campaign demonstrated strong performance overall, with notable improvements in engagement and efficiency compared to the previous year. Meta proved to be the dominant platform, driving the majority of impressions and click traffic. Despite a **33%** decrease in impressions when launched, Meta's Website Traffic and Event Response campaigns saw significant growth, with clicks increasing by **21%** and CTR improving by **82%** compared to May 2023. The platform also experienced a decrease in negative interactions, thanks to improved filtering efforts.

Meta's Warm Traffic segment emerged as a standout performer in June, reversing the previous trend where Cold Traffic dominated. Impressions surged by **1,612%**, and clicks increased by **1,381%**, largely due to heightened engagement from Watertown Pride page followers. Additionally, while single-image ads achieved broader reach and click volume, video ads resonated more effectively, achieving a CTR of **8.08%**.

Takeaways and Next Steps

Takeaways and Next Steps:

Key Performance Trends *(Continued)*

TikTok's performance appeared weaker at first glance due to skewed prior-year data from its third-party audience network, Pangle. However, when adjusted for this, TikTok showed substantial gains, with reach increasing by **40%**, clicks growing by **517%**, and CTR improving by **41%** in May. Despite an overall decline in impressions (**78%**) and clicks (**43%**) in June, TikTok's efficiency improved, with a **166%** increase in CTR and a **44%** reduction in CPC.

Takeaways and Next Steps

Raise a Glass

2024 Recap:

- We served 6,052,897 ads.
- Our ads were clicked 85,287 times.
- Our campaign resulted in a 1.41% CTR.
- We had 57,464 video views.
- Our campaign resulted in 1,014 goal completions.
- We generated 728 offline conversions.

Top Level
Performance
Raise a Glass

Channel Breakdown

Raise a Glass

Display

Clicks	Impressions	CTR
34,304	3.38 M	1.02%

Meta

Clicks	Impressions	CTR
40,749	1.97 M	2.07%

Channel Breakdown

Raise a Glass

Snapchat

Clicks	Impressions	CTR
9,889	462 K	2.14%

Geo-Fencing

Clicks	Impressions	CTR
345	242 K	0.14%

Campaign Insights

Raise a Glass

Performance Over Time

This year's Raise a Glass campaign greatly benefited from a higher campaign budget. Overall clicks rose **87%** and CTR by **41%**.

Looking at our individual channels YoY:

- Meta saw a **60%** rise in click volume and a **79%** increase in visibility YoY, however CTR declined **10%**.
- Snapchat, similarly, experienced **14%** higher clicks and **148%** impressions, resulting in a **54%** decline in CTR and **25%** higher CPC.
- Display saw **202%** more clicks, **3%** higher impressions, and a resulting **191%** increase in CTR.
- Geo-Fencing was a new tactic this year and had no YoY performance data.

Campaign Insights *Raise a Glass*

Performance Over Time

While we saw greater click traffic stem during our summer months, our user interaction rate grew through our shoulder season.



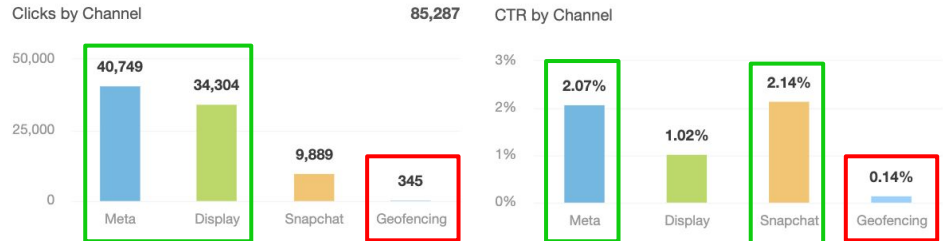
Campaign Insights *Raise a Glass*

Performance By Channel

Our top contributing channels in terms of click volume were Meta with **48%** of clicks, followed by Display with **40%**.

Despite only accounting for **12%** of clicks, Snapchat boasted the highest CTR of 2.14%, followed by Meta with 2.07%. Snapchat also had the highest CPC out of our social channels, followed by Meta.

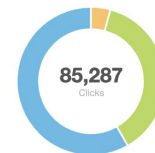
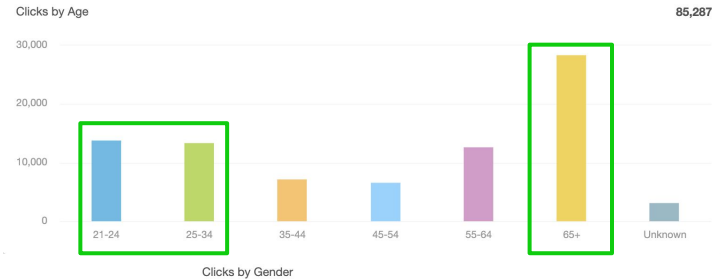
Geofencing was our lowest contributor, with the fewest clicks, lowest CTR, and highest CPC.



Campaign Insights *Raise a Glass*

Performance By Targeting

Approximately **59%** of all clicks originated from female users, while **38%** were from male users. Additionally, **33%** of clicks were generated by users aged 65 and older, which correlates with what we see across all of our marketing efforts. However, we found that nearly the same number (**32%**) could be attributed to those in the 21-34 age group. This helps illustrate that the craft beverage travel theme can help increase interest in the 1000 Islands from a younger demographic.



Female 49,672 — 49,672 conversions

Male 31,987

Unknown 3,628

Campaign Insights

Raise a Glass

Performance By Creative

While our carousel ads were responsible for **56%** of our impressions across Meta, our video assets resonated strongest with a CTR of 3.05%, **109%** higher than our carousels.

Visit 1000 Islands
Sponsored · 🌐

🍷 Toast to the good life in the 1000 Islands, where every moment is meant for sipping and savoring. Raise a glass with us!

Cheers to the Good Life
Learn more

Thirsty Getaway
Visit 10

3 comments 6 shares

Comment Share

688k
Impres.

Visit 1000 Islands
Sponsored · 🌐

🍷 Pint glass, wine glass, shot glass: we've got you covered in the 1000 Islands. Plan your fall getaway today!

visit1000islands.com
Raise a Glass to a 1000 Islands...
Learn more

16 comments 53 shares

Comment Share

3.94%
CTR

Campaign Insights

Raise a Glass

Engagement Performance

Our Raise a Glass ads received approximately **82.1k** engagements across the life of the campaign.

Reactions: 3,021

Comments: 94

Shares: 200

Saves: 108

Follows: 89

Takeaways and Next Steps:

Key Performance Trends

Initial Launch & Early Adjustments (June - July)

- The campaign launched across multiple platforms in June, showing strong initial impressions but some weaknesses in engagement.
- Meta struggled early on with declining CTR, attributed to a lack of video content, which was corrected in July.
- Display ads showed steady improvement, with increased engagement as responsive assets were optimized.
- Snapchat performed well in terms of visibility but saw fluctuations in CTR.
- Geo-fencing took time to establish an audience, with initial results beginning to show in July.

Mid-Year Optimizations & Audience Shifts (August - September)

- August saw significant growth in Display performance (+257% clicks, +232% CTR), but Meta's CTR continued to decline.

Takeaways and Next Steps

Takeaways and Next Steps:

Mid-Year Optimizations & Audience Shifts (*Continued*)

- A shift in creative effectiveness was observed—Cold Traffic performed well last year but Warm Traffic led engagement this year, suggesting a maturing audience.
- Geo-Fencing data showed key areas of interest, with offline visits tracking successful conversions.
- September introduced a new fall creative, leading to major Display improvements (+426% CTR), though Meta and Snapchat underperformed, highlighting creative fatigue.

Strategic Adjustments & Platform Reallocations (October - November)

- October saw continued success for Display, while Snapchat visibility increased but clicks dropped, leading to a budget reallocation toward Meta.
- Meta, while declining YoY, saw strong engagement from new users, with 76% of link clicks coming from Cold or Warm Traffic.
- November confirmed that shifting budget from Snapchat to Meta was effective, with Meta link clicks up 75% and CTR improving by 36%.

Takeaways and Next Steps

Takeaways and Next Steps:

Strategic Adjustments & Platform Reallocations (*Continued*)

- Display continued performing well but required time-of-day adjustments to prevent budget exhaustion.

Final Performance & Year-End Success (December)

- The campaign closed on a high note, outperforming 2023 KPIs.
- Meta clicks surged by **139%**, with the reactivated 2023 video ad significantly outperforming new creatives.
- Display clicks grew **115%**, despite a small decline in impressions, and CTR rose **133%**.
- Geofencing saw a **99%** increase in offline conversions, reinforcing its value.

Key Takeaways & Future Recommendations

- Video content remains critical: The 2023 video ad consistently outperformed new creatives, suggesting older high-performing content should be tested each season.

Takeaways and Next Steps

Takeaways and Next Steps:

Key Takeaways & Future Recommendations *(Continued)*

- Budget allocation flexibility is key: The shift from Snapchat to Meta in late Q4 proved beneficial for engagement and conversions.
- Audience behavior evolves: Interest/behaviour based audiences drove traffic early on, but retargeted audiences became more engaged later, highlighting the importance of adapting targeting strategies.
- Platform-specific optimizations drive efficiency: Display saw the best CTR improvements with responsive asset rotation and ad scheduling adjustments.

Takeaways and Next Steps

Partner Program

2024 Recap:

- We served 39,373,757 ads.
- Our ads were clicked 553,024 times.
- Our campaign resulted in a 1.40% CTR.

Top Level
Performance
Partner Program

Channel Breakdown

Partner Program

Display

Clicks	Impressions	CTR
144 K	22.79 M	0.63%

Meta

Clicks	Impressions	CTR
344 K	14.36 M	2.40%

Channel Breakdown

Partner Program

Snapchat

Clicks	Impressions	CTR
65,107	2.22 M	2.94%

Campaign Insights *Partner Program*

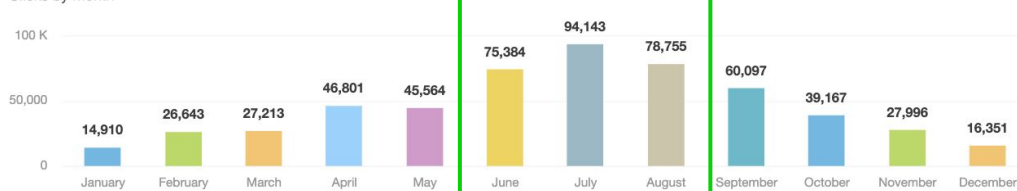
Performance Over Time

Our partner program overall saw great YoY growth. Across three channels, we saw an **143%** increase in clicks, **127%** higher visibility, a **7%** higher CTR, and a **33%** lower CPC.

Looking at our individual channels YoY:

- Meta clicks rose **102%** and CTR grew **45%**. Impressions grew **31%** and there was a **44%** lower CPC.
- Snapchat saw **102%** more clicks, **42%** higher visibility, and a **42%** higher CTR. CPC was **6%** higher.
- Display saw **467%** more clicks, **313%** higher impressions, and a resulting **37%** increase in CTR. CPC was **70%** lower.

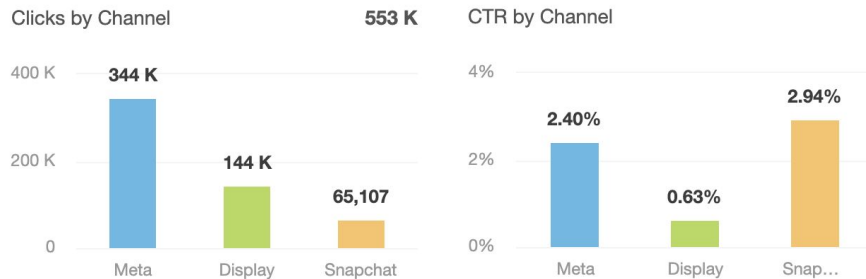
Clicks by Month



Campaign Insights *Partner Program*

Performance By Channel

Meta was the top performing channel for our partners, accounting for **62%** of clicks, as well as boasting the lowest CPC. Display lead in terms of visibility, accounting for **58%** of impressions served. Snapchat may have had the greatest CTR, but it's CPC was the about **230%** higher than the other two channels.



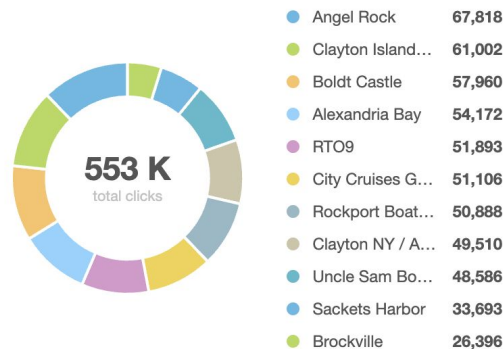
Campaign Insights *Partner Program*

Performance By Partner

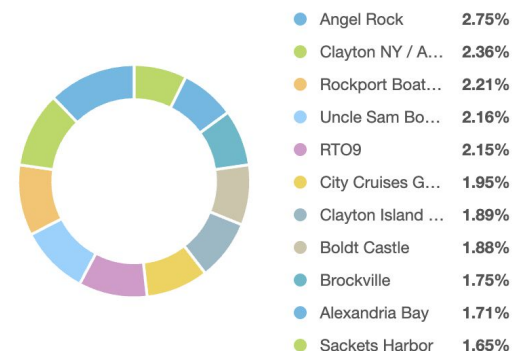
We found that our top partners by click volume were Angel Rock, Clayton Island Tours/Rock Island Lighthouse, Boldt Castle, Alexandria Bay, and RTO9.

The partners with the highest CTRs were Angel Rock, Clayton NY/Antique Boat House, Rockport Boat Line, Uncle Sam Boat Tour, and RTO9.

Clicks by Partner



CTR by Partner



Campaign Insights

Partner Program

Engagement Performance

Our Partner Program ads received approximately **198k** engagements across the life of the campaign.

Reactions: 29,622

Comments: 1,408

Shares: 2,919

Saves: 2,548

Follows: 686

Takeaways and Next Steps:

Key Performance Trends

Impressive YoY Growth Across Platforms

- Display saw exponential increases, with clicks rising by **440%** in December YoY, CTR improving by **7%**, and CPC dropping **76%**.
- Meta campaigns consistently improved engagement, particularly with a **256%** increase in link clicks in November YoY.
- Snapchat demonstrated resilience, with story ad formats contributing to **55%** of clicks in December, despite seasonal declines in some months.

Strategic Shifts in Bidding & Targeting

- A shift from maximize conversions to maximize clicks in February led to a **1,624%** surge in clicks and **2,481%** increase in impressions.
- Expanded targeting for Alexandria Bay and Angel Rock helped sustain visibility, while Sackets Harbor struggled with lower CTRs, prompting creative A/B testing.

Takeaways and Next Steps

Takeaways and Next Steps:

Creative Adjustments and Performance Impact

- Testing new creative assets played a critical role in boosting engagement.
- Gananoque City Cruises initially underperformed but improved once new visuals were introduced.
- Boldt Castle and Rock Island Lighthouse showed declining CTRs due to repeated imagery, highlighting the need for seasonal refreshes.

Peak Performance Months

- July saw the highest engagement, with **94,143** clicks and a **1.53%** CTR, largely driven by increased saturation and optimized Display campaigns.
- September and October saw notable Meta engagement, with increases in saves (**+57%**) and shares (**+36%**), indicating strong user intent for future travel.

Takeaways and Next Steps

Takeaways and Next Steps:

Seasonal Variations & Optimization Strategies

- Performance fluctuations aligned with travel planning cycles - February and March benefited from early planning, while engagement dipped in late summer before rebounding in fall.
- The introduction of fall creatives in August and winter creatives in November reinvigorated engagement.

Key Takeaways & Future Recommendations

- Continuous creative testing is essential to maintaining engagement, particularly for underperforming partners.
- Bidding strategies should align with seasonal competition to optimize cost efficiency.
- Snapchat's shift to story ads in later months showed promise. However, with the significantly higher average CPC and lower click volume, we believe re-allocating these funds to stronger channels.
- Saturation and time-of-day ad delivery need close monitoring to prevent budget exhaustion at suboptimal times.

Takeaways and Next Steps

Adara Data Results

Spending & Campaign Results:

- Total reported spending: \$10.6 million (not including American Express and other non-trackable cards).

Campaign Contributions:

- Website pixel leads contributed the most to spending (\$8.7 million).
- SEM followed at \$1.54 million.
- Partner display ads were next with \$847k.

Top Categories of Spend:

- Food Stores: 20.79% of total spend.
- Other Retail: 18.77%
- Restaurants: 10.07%
- Other notable categories included interior furnishings, hardware stores, gas stations, and hotels/motels.

Origin Markets (DMAs):

- Top Spending DMAs: Watertown (outside the 25-mile exclusion zone), Syracuse, Rochester, Buffalo, Philadelphia, Utica, and Albany.
- Sunbelt DMAs (like West Palm Beach, and Orlando) are likely linked to the seasonal residents of the Thousand Islands, explaining increased spending in areas like hardware and home furnishings.

Demographic Insights:

- Age Groups: Highest spenders by age were:
 - 50-64: \$4.13 million
 - 65+: \$3 million
 - 40-49: \$1.45 million
- Income Levels: The largest share of spending came from households with annual incomes of \$100k-\$150k and \$50k-\$100k.



Thank you!